

Barcelona GREEN DEAL

A new economic agenda for Barcelona 2030



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**Ajuntament de
Barcelona**



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Barcelona, facts and figures

With 1,6M inhabitants, Barcelona is **core of the Metropolitan Region of 5M inhabitants**

With the 22,4% of the city population as foreign nationals, Barcelona is **cosmopolitan, diverse and multicultural, hosting 179 different nationalities**

With an interannual GDP Growth of +5,1%, Barcelona accounts for **34% of Catalonia's GDP**

2nd largest start-up ecosystem in Europe

Sectors that drive job creation, above the city average of +3,6%:

ICT (+13,5% year-on-year job creation)

Tourism (+10,7% year-on-year job creation)

Creative sectors (+9,5% year-on-year job creation)

9,1% unemployment rate in Barcelona vs. 9,9% in Catalonia & 12,9% in Spain

1st European city with the best strategy for attracting foreign investment
(FDI Intelligence, 2022-23)

3rd preferred European city to locate a startup
(Startup Heatmap Europe, 2022)

9th most attractive global city for talent
(Decoding Global Talent 2021, BCG)

5th most attractive city for digital nomads
(Tech Cities 2020)

The number of workers in Barcelona's ICT sector has doubled in 10 years

City honoured with the European Entrepreneurial Region Award 2023
(Committee of the Regions, European Commission)

Global Power City Index 2021



7th European city for global competitiveness
18th World city for global competitiveness

7th European hub in attracting technological investment 2021
(Atomico)

City's challenges

- Widen the **diversification of the economy** of the city.
- Shift towards a **more digitalized and sustainable business** economic production system.
- Tackle **territorial, social and gender inequalities**.
- **Boost, develop and attract talent**

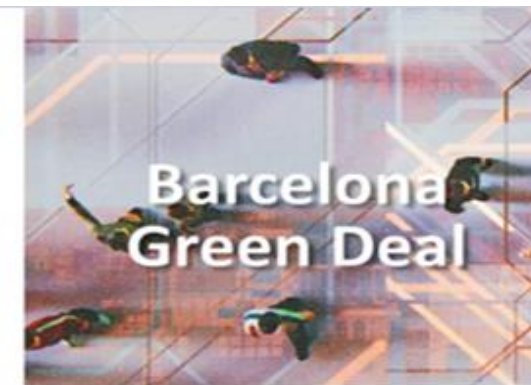


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Barcelona Activa

THE 5+1 PRIORITIES

For a fair,
sustainable and
competitive
economy



1.
**Digital training
and skills
building**

2.
**Strengthening
entrepreneurship
and business
competitiveness**

3.
**Protecting jobs
and promoting
quality
employment**

4.
**Local and
social cohesion**

5.
**New drivers of
territorial and
sectoral
development**

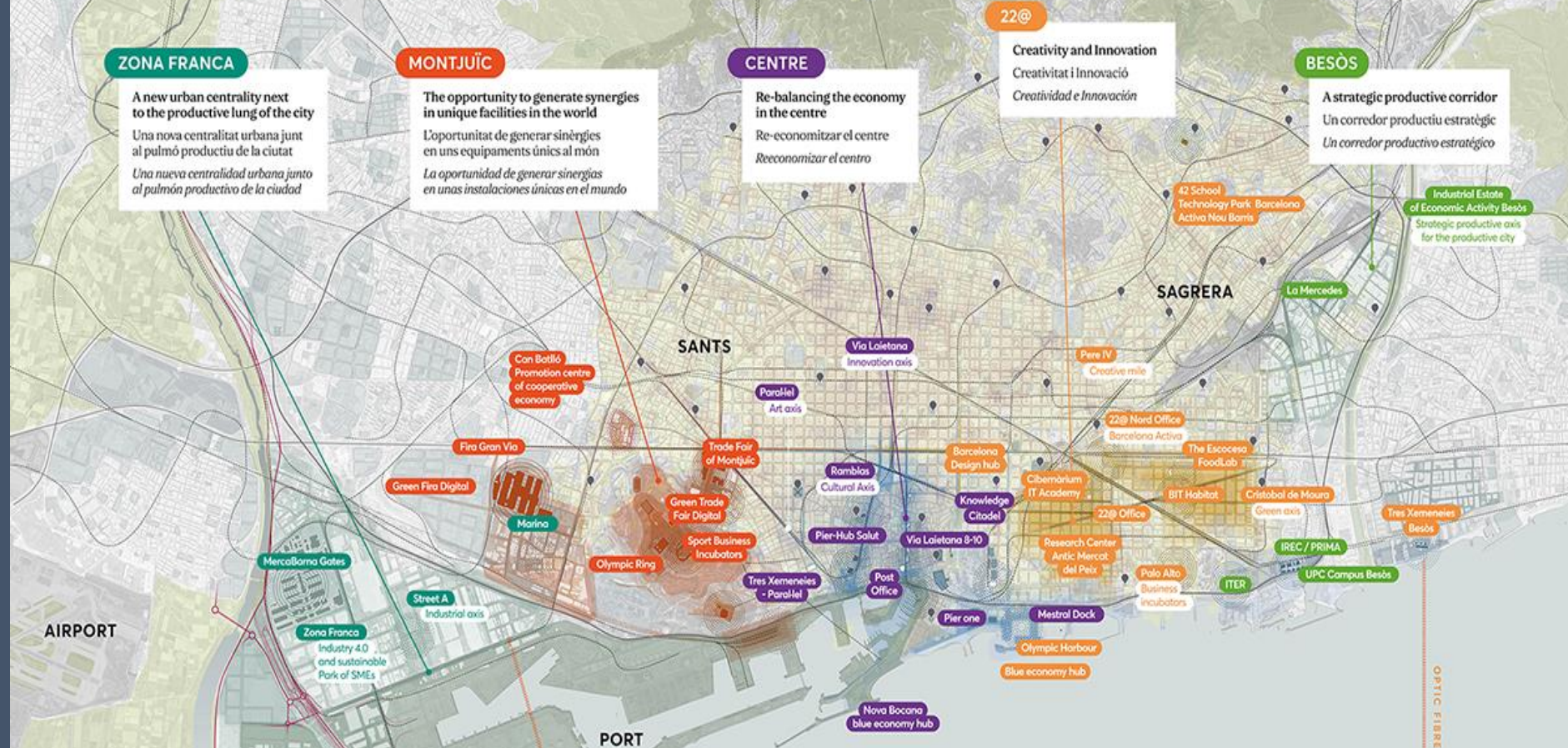
6.
**Corporate
development**

Action Plan- initiatives 2023

New economic development hubs

Barcelona Green Deal: a new agenda for Barcelona 2030

Our roadmap to improve people's lives, make opportunities grow and achieve a greener, more connected and more cohesive city.



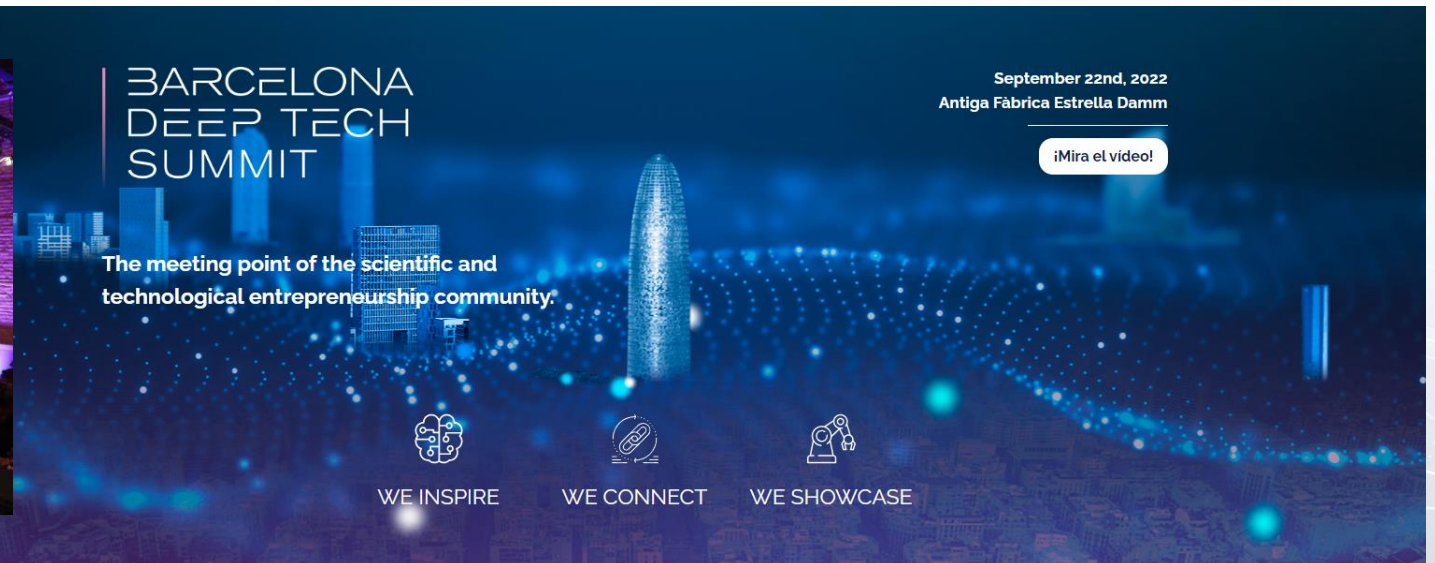
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Action Plan- initiatives 2023

DEEP TECH

Barcelona Deep Tech NODE

Barcelona Deep Tech Fund



Action Plan- initiatives 2023

TALENT

Digital skills
for everyone

IT Academy

Ecole42- programming campus

Cibernarium



TIC



Action Plan- initiatives 2023

LOCAL ECONOMY



Advisory programme for retail commerce

Economic activity support points (N.Barris/ Ciutat Vella)

Grants to boost local-rooted economy



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THANK YOU



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